

Bacardi acquires Ilegal Mezcal brand in the US

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Bacardi Limited announced the completion of a transaction that makes the family-owned company the sole owner of ILEGAL Mezcal, a leading super-premium artisanal mezcal.

The transaction follows a successful relationship in which Bacardi partnered with ILEGAL in 2015.

We believe that ILEGAL has the credentials to own and lead the super-premium mezcal category at a global level. ILEGAL perfectly complements our portfolio and bringing it into our business sets the brand up for even greater growth as mezcal captivates more and more consumers," Says, Barry Kabalkin, Vice Chairman of Bacardi Limited

Bacardi and ILEGAL have a shared commitment to communities, quality, and environmental sustainability that we will build upon together as we look to invest for the long term. As a family-owned business for seven generations, we are always building for the future to maintain the legacy that is Bacardi," said Mahesh Madhavan, Bacardi Limited Chief Executive Officer

ILEGAL, recognised globally for its lifestyle branding, also prides itself on being a responsible and sustainable business. They work with fourth-generation maestros mezcaleros in Santiago Matatlán, Oaxaca, Mexico. ILEGAL Mezcal is double distilled in small batches using 100 per cent Espadin agave. ILEGAL Mezcal is 100 per cent natural and uses no artificial colours, yeasts, flavours, or additives. It is certified as artisanal mezcal by the Consejo Regulador del Mezcal (CRM).

John Rexer created ILEGAL in 2006, after years of working with small distillers in Oaxaca to make mezcal for his bar in Guatemala. John's goal has been to bring the finest artisanal mezcal to a global market. He has worked closely with the distillers in Oaxaca to create sustainable jobs, and to be a positive force in protecting the environment and preserving local culture. John will continue to guide the vision of the brand.

We are excited about the next stage of the journey. Success for ILEGAL goes beyond seeing more of our bottles on shelves; it's about building our business the right way. We will always be committed to artisanal production, the Oaxacan community, and our core values. Being a part of Bacardi will bring ILEGAL to a larger audience while maintaining our commitment to sustainability and growing the business responsibly," said, John Rexer.